



MarkMagic

By CYBRA

Design, Manage, and Print Labels, Forms, Barcodes, RFID Tags and more

MarkMagic™ is the easiest way to design and print the barcode labels, electronic forms, reports, and RFID tags you need to communicate with your customers and suppliers. The culmination of years of innovative software engineering, MarkMagic is a total document development solution with features and capabilities not found in any other product on the market.

MarkMagic replaces multiple software packages with one cost-effective, integrated offering to help you add barcode, forms, reports, and RFID technology without programming. Powerful and easy to use, once you try MarkMagic, you'll see why thousands of software vendors and customers worldwide rely on MarkMagic to create their business critical documents.



Power to the Non-Programmer

What does your application development “To Do” list look like? If you’re like most of our customers, this list is a mile long and requires skills ranging from label design, and report writing, to spool file management and web programming. Even if you had the skills in house to tackle these jobs, you know there must be a better, faster way to respond to all the user requests for barcode labels, ad hoc reports, forms, RFID tags, and the dozens of different document types they needed yesterday.

MarkMagic combines true report writing, WYSIWYG label and forms design, and an enterprise class print processing engine in one integrated product that lets you create sophisticated print jobs without programming. You’ll discover new ways to automate your document processing each time you use MarkMagic. As always, no technical skills are required to produce sophisticated documents with MarkMagic. MarkMagic is available on MS Windows, Mac OS, Linux, AIX, and runs natively on the Power System IBM i.

Just because you use multiple platforms, doesn’t mean your machines cannot run the same software. With MarkMagic, you can run your barcode labeling system on any and all machines at your office. With MarkMagic there’s no need for separate bar code label, forms, PDF, and report writing software packages, and no need for custom programming.

For IBMi users MarkMagic provides a unique native System i Visual Designer gives you WYSIWYG-like design capability without a PC. For power users, we provide a spreadsheet-like interface in native System i. Imagine being able to change the font type (or any other field setting) of every text field in a format in just 2 keystrokes.

For Platform Independent users (Linux, Windows, Mac, Cloud) forms and label development is simple and requires no programming. Rely on MarkMagic to design and print receipts, invoices, shipping labels, and packing slips automatically.

The Engine Inside

CYBRA is the software engine inside the most popular warehouse and retail inventory management software in the industry such as Manhattan Associates, Oracle, Infor, United Rentals, Honeywell Intelligrated, Apparel Business Systems, Varsity Logistics, and VAI.

Available on Any Platform

- » IBM Power Systems i
- » LINUX
- » Windows
- » IBM AIX
- » Mac
- » UNIX
- » Cloud

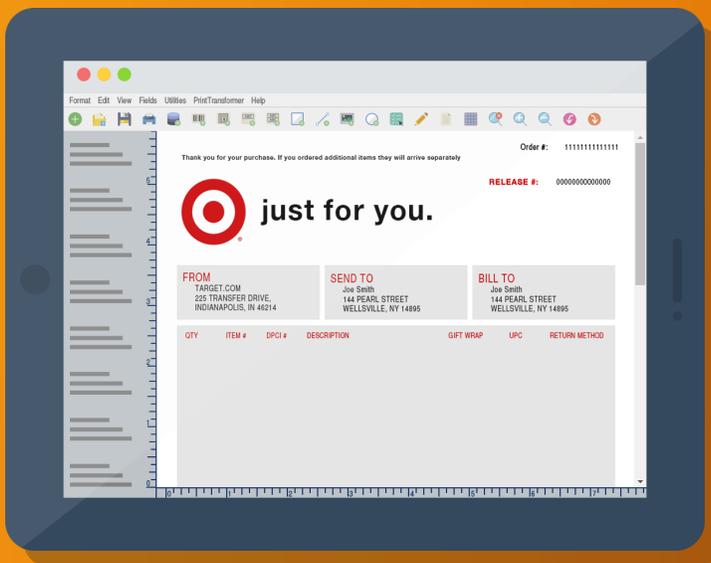
Design With Ease

Can you imagine designing labels and forms actually being fun? All MarkMagic editions feature our exclusive Java-based JMAGIC WYSIWYG Label and Forms Designer. You'll be more productive instantly. Working with MarkMagic's elegant WYSIWYG designer is effortless. Picture yourself tracing compliance labels right on the screen. Then, preview your finished label or form right on the screen with your actual data automatically extracted from your application files.

Need to resize a barcode, graphic or text field? Just drag the field's handles! You can even import all file fields with one mouse click. When designing a label, form, or report, all the fields in the source data or spooled output file can be mapped and imported into the form with one click of the mouse.

In addition to JMAGIC, MarkMagic for IBM Power System i gives you the choice of three additional 5250 design options with the same, easy consistent interface for labels, reports, forms, plastic cards, RFID tags, or any other MarkMagic output type.

JMAGIC Designer is FREE with your developer license.



JMAGIC Designer

JMAGIC Forms and Labels Designer lets users create complex documents with a simple interface. MarkMagic barcode labeling software combines true report writing, label and forms design, barcode labeling, and an enterprise class print processing engine in one integrated product.

No programming or coding is needed. Just create the document with the JMAGIC interface just as you want to see it. JMAGIC is perfect for creating shipping labels, packing slips, receipts and more.

Easily Add Barcodes and RFID Tags

Effortlessly add barcode, QR codes, RFID tag, and forms printing functions in a fraction of the time required for other solutions.

Quick & Dynamic Editing

Use JMAGIC's tree structure to view your label or form fields alongside the canvas in order to make quick edits or modify field parameters.

Create, Import, or Export Entire Formats

By pressing one function key, every field in a database file can be imported into a label format. It really is just that easy.

Enhanced Print Preview

Create your documents correctly the first time. Test rules and conditions in real time and watch the screen change dynamically.

Breakthrough Features

What really separates MarkMagic from other programs is its long list of impressive features. MarkMagic's set of features gives you complete control over your business labels, forms and reports.

You just can't find another program that does so much in one easy to use package. Check out all the features and capabilities MarkMagic has to offer.

Pure Printer Power

MarkMagic supports more than 500 thermal barcode label, laser forms, and RFID tag printer device types, and gives you unparalleled printing performance and complete control over print options including paper handling, cutting, stacking, and other finishing requirements.

MarkMagic even supports specialty printer types such as fabric care label and plastic card printers. If your business needs it, chances are MarkMagic already supports it.

Whatever you use to print, and whatever you are printing on, MarkMagic can work with it.

Big Data Choices

MarkMagic for IBM Power System i supports all of these data sources: physical files, logical files, data structures, data queues, message files, or spooled output files. If data is on your IBM system, MarkMagic lets you print it in the format and on the media you need. MarkMagic PI customers can use flat files, CSV files or API's to pass data for printing. Additionally, **SQL**, **XML**, **CSV** and **JSON** can be used as source data when printing with MarkMagic.



Take Full Control of Forms

MarkMagic can turn drab spooled output files into a work of art. Designing slick forms is just the tip of the iceberg. MarkMagic offers more forms processing features than any software on the market.

The exclusive FormComposer is a full-featured report writer with an amazingly simple to use interface. Imagine — you'll be able to produce all kinds of reports containing headers and repeating detail lines, lookup fields from any number of associated files, overflow handling, calculated fields and special functions — in minutes and without any programming. We've added Floating Footers (also known as "Clamped Footers") that can appear anywhere on a page of a form or report. The Floating Footer's fields can be derived from any source field with constant and/or variable data. Any field "type" can be part of the Footer Group. And new Calculation Groups let you total spool file data or other retrieved data. Only MarkMagic contains this powerful report writing capability and it's included in MarkMagic Enterprise edition at no charge.

MarkMagic Add-Ons

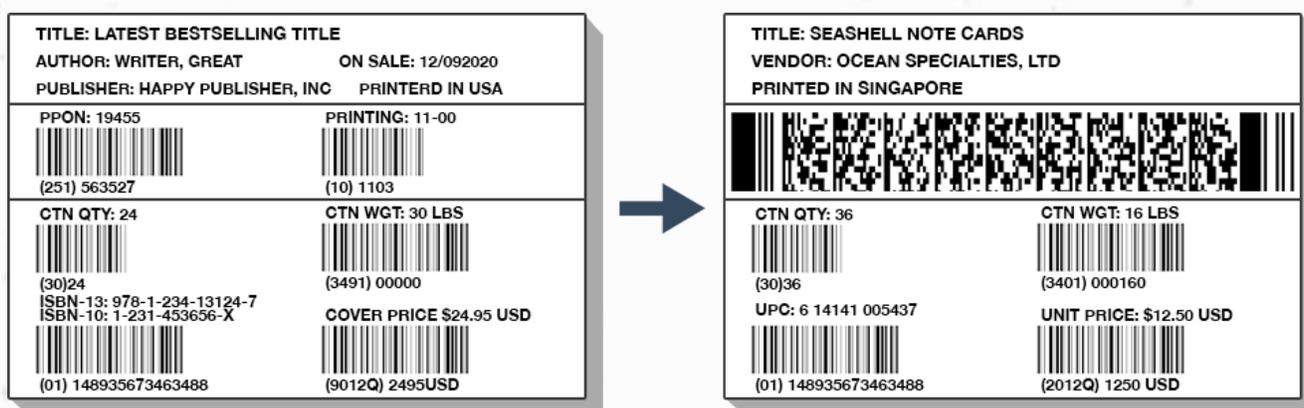
MarkMagic offers a full range of add-ons that give you more forms and report writing power, more flexibility to automate your document processing and reduce processing time.

Note* All add-on options are included with MarkMagic Enterprise - Site License Pro

PrintTransformer

PrintTransformer is the conditional printing tool you have been looking for. This option lets you print fields based on user defined conditions such as printing negative values in red, or hiding a box field if a carrier class of service does not require a box field to print.

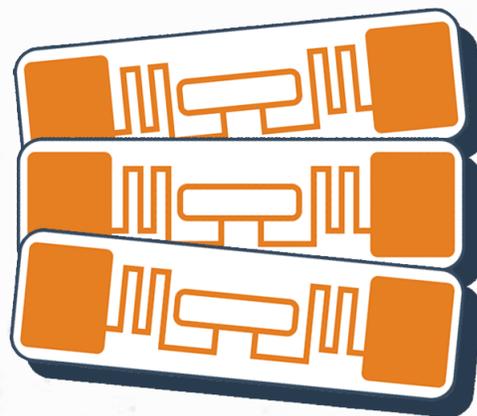
PrintTransformer makes it easy to define rules at the field level. Text, Barcode, Line, Box, Graphic, Text Block and RFID field attributes can be defined to conditionally print based on variable data or job attributes. This new rule based option gives you the ability to redirect and modify in-process print jobs without programming. Spool files that meet user defined criteria are manipulated and printed according to user determined rules. This eliminates programming for virtually all complex forms printing applications.



RFID Quick Comply

The RFID Quick Comply Option lets you quickly and easily comply with your trading partner's EPC (Electronic Product Code) mandate. Easily transition from existing barcode only label formats to keep up with compliance.

Implement other "smart label" applications on major platforms such as IBM Power Systems, Linux, Unix, and Microsoft Windows platforms. Manage serial numbers and print RFID tags and labels on Avery, Datamax, SATO, and Zebra printers.





FormWeaver

This add on lets you combine UPS or FedEx shipping labels with pick tickets on the same document - great for direct mailers, catalog merchants, and e-commerce web sites.

FormWeaver enables printing of documents that combine multiple formats. Merge two or more formats on one page, such as a pick ticket or invoice with a shipping label in the lower left hand corner.

FormWeaver can also place different formats on different sides of a page, such as a printed bill of lading that contains a duplexed back page with instructions.

PrintMonitor

This powerful option watches output queues for spool files, and watches physical files for added records. Files that meet user defined criteria can be automatically printed. PrintMonitor is ideal if you have no source code available, or you don't have the resources to change source programs.

PDF/E-Mail/Fax

This add-on lets you produce Adobe Acrobat PDF files containing searchable text and readable barcodes. You can send PDF documents as e-mail attachments or via fax.

This is great for reprinting and e-mailing copies of invoices, statements, and labels.

2D Barcode

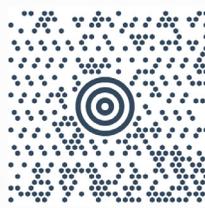
The MarkMagic 2D Option makes it easy to print PDF417, UPS MaxiCode, QR Code, and DataMatrix 2D Barcodes on Hewlett-Packard PCL5 and IBM AFP/IPDS laser printers.



QR Codes



Data Matrix



UPS MaxiCode



Aztec Codes

All MarkMagic Add-ons are Free to Try

Contact our sales team to
learn more at Sales@CYBRA.com

Benefits of MarkMagic

- » MarkMagic brings one cost-effective, integrated solution for all your document needs. With MarkMagic there's no need for separate barcode label, forms, PDF, and report writing software packages, and no need for custom programming.
- » No programming knowledge is required to achieve professional results. MarkMagic is incredibly easy to use, yet very powerful. Creating rules and overrides are so easy, you can automate, test, and edit your printing processes on the fly.
- » You can seamlessly mix and match printer types to meet your business requirements. MarkMagic drives everything from budget thermal label printers to high-speed production ion deposition page printers and specialized print and apply machines.
- » MarkMagic is designed for real-world IT requirements for testing and production. You do not need a separate system to develop and test. You can run multiple versions of MarkMagic on the same system at the same time.
- » MarkMagic lets you print logos and graphics effortlessly. Adding variable images to complex forms and labels is easy with MarkMagic's WYSIWYG (What You See Is What You Get) editor, JMagic, and MarkMagic support for conditional printing.
- » Don't be limited by what operating system your software can run on. MarkMagic is a single document solution for all server platforms. Whether you're on MS Windows, Mac OS, Linux, or IBM Power System i or AIX, we've got you covered.

Recommended Applications

- » GS1 barcode compliance labels
- » Fedex, UPS and other carrier labels
- » EPC RFID item labels and tickets
- » Fabric care labels
- » RFID wristbands
- » Plastic ID cards
- » Invoices and statements
- » Inventory reports
- » Bills of Lading
- » Pick tickets
- » MICR checks
- » e-commerce forms

- » MarkMagic's Compliance Format Library comes free with every license. Access tons of premade shipping labels and packing slips for all the major retailers and ecommerce sites.
- » Create labels and forms, combining data from multiple sources - in the same format. In addition to their DB2 data, IBM i users can mix and match data from MySQL, SQL Server, and Oracle data sources. MarkMagic PI users can mix and match MySQL, SQL Server, Oracle and H2 data sources. Our new SQL support is so easy to implement and test, you'll come up with a wide range of new outputs with this new capability.
- » MarkMagic users can insert PDF documents into MarkMagic formats. The information contained on the PDF document can be positioned anywhere on a MarkMagic format. The PDF document can be one produced by any application.

Which MarkMagic is Right for You?

MarkMagic Features	Enterprise IBM Power Systems i	PI Platform Independent	Labels IBM Power Systems i	Forms IBM Power Systems i
Runs Native on IBMi	✓	✗	✓	✓
Runs on AIX/Linux/Unix/Mac/Windows	✗	✓	✗	✗
JMagic GUI Designer	✓	✓	✓	✓
Supports Over 500 Printer Types	✓	✓	✓	✓
FormComposer Report Writer	✓	✗	✗	✗
Text Blocks Support	✓	✓	✗	✗
DB2 Physical Files	✓	✗	✓	✗
IBM i Spool Files	✓	✗	✗	✓
Full Range of Add-On Options	✓	✓	✓	✓

Try, then buy. 30 day FREE trial of MarkMagic is available.
Call 1-800 -CYBRA-88 or e-mail us at sales@CYBRA.com.

Our Offices

Headquarters are located in the original Otis Elevator Company factory on the waterfront in Yonkers, NY. Just steps from the Yonkers station on the Metro North Hudson Rail Line, CYBRA is just 25 minutes from Grand Central Terminal. Research & development offices are located in Southgate Plaza. The West Seneca Branch Office at 954 Union Road is minutes from the Aurora Expressway.

CYBRA HQ

